SONY

Sony Unveils New Quick AF Live View D-SLR Cameras α350 and α300

The latest additions to Sony's D-SLR family feature new Quick Auto Focus Live View technology, 2.7-inch variable angle LCD screen and up to 14.2-megapixel resolution

Auckland, 04 February 2008 – Sony Electronics New Zealand expands its line of Digital Single-lens Reflex (D-SLR) cameras with the launch of the α350 and α300. The α350 sports a class-leading, high resolution 14.2-megapixel CCD image sensor, while the α300 features a 10.2-megapixel CCD image sensor. Implemented for the first time in Sony's α lineup, both cameras incorporate the new Quick Auto Focus (AF) Live View technology and a 2.7-inch variable angle LCD screen, giving avid photographers the convenience of live image previews, highly responsive shooting and greater comfort and freedom when composing images.

Coupled with other proven features such as the BIONZ™ image processing engine, in-built Super SteadyShot® image stabilization system, D-Range Optimizer[1], high sensitivity of up to ISO 3200, anti-dust protection system, and long battery life of up to 730 shots on a single charge (using the optical viewfinder), the α350 and α300 are poised to take photography to the next level with its advanced SLR features and Sony's digital imaging innovations.

"Sony continues to expand our D-SLR portfolio with the α350 and α300 to bring consumers advanced functionality and outstanding performance. Built on our strong foundation and

[1] *D-Range Optimizer uses technology provided by Apical Limited.*

expertise in digital imaging technologies, the α350 and α300 are ideal for users seeking high performance cameras that remain easy to use" says Fleur Picot, Product Manager for Digital Imaging, Sony Electronics New Zealand.

Both cameras integrate several key technologies and features that deliver high picture quality and results under a wide range of shooting conditions:

Quick AF Live View, Large 2.7-inch Variable LCD Screen, 1200-Zone Metering and Smart Teleconverter

Unique to Sony, Quick AF Live View technology fuses the convenience of live image previews with Through-The-Lens (TTL) phase-detection autofocusing. The latter feature enables quick AF in both models – a key capability prized by D-SLR users. Sony's innovative Pentamirror Tilt Mechanism uses a tilting mirror to direct the light path to a dedicated live view sensor. The switch-over between optical viewfinder mode and Quick AF Live View mode is done via a simple push of a switch at the top of the camera. The result is fast and responsive TTL phase-detection autofocusing in live view mode that is not interrupted by mirror operation. Combined with the advanced centre-cross 9-point autofocus sensor system, the α350 and α300 deliver fast, accurate autofocusing performance in both live view and optical viewfinder shooting modes. Also, the increased predictive focusing accuracy makes shooting moving subjects easier.

Both models also feature a large 2.7-inch, variable angle Clear Photo LCD screen with a high 230,400-dot resolution. With a 130-degree upward and 40-degree downward tilt, the variable angle screen allows for a wider range of shooting angles, giving photographers greater freedom and comfort when composing images. The impact of exposure and white balance adjustments can also be conveniently previewed in live view mode.

When shooting in live view mode, an advanced 1200-zone metering system uses the dedicated live view image sensor to evaluate light levels and colour distribution to achieve optimum image exposure. In addition, the Smart Teleconverter function applies zoom scaling on images with no reduction in image quality, achieving an equivalent of 1.4x or 2x magnification with a push of a button.

High Mega-pixel CCD, BIONZ Image Processing Engine, D-Range Optimizer and High ISO Sensitivity

The α350 features an effective 14.2-megapixel APS-C size (23.5mm x 15.7mm) CCD sensor while the α300 incorporates an effective 10.2-megapixel APS-C size (23.6mm x 15.8mm) CCD sensor. Combined with the latest iteration of Sony's BIONZ image processing engine that optimizes the performance potential of the CCD sensor, both models deliver images with rich tones, fine detail and vibrant colour.

Powered by the BIONZ processor, the enhanced D-Range Optimiser ensures more natural, evenly-exposed pictures, particularly when shooting high-contrast and strong backlit scenes. Image exposure and tone are automatically adjusted according to shooting conditions to give rich shadow and highlight detail. D-Range Optimiser is now applicable in all formats (including RAW) and metering modes.

Both cameras also offer high ISO 3200 sensitivity for faster shutter speeds to reduce blurring and increase handheld shooting opportunities in low-light environments. The High ISO Noise Reduction feature activates at ISO 1600 or ISO 3200 to minimize "noise" on the final image.

Super SteadyShot and Anti-Dust System

The popular body-integrated Super SteadyShot image stabilization system delivers enhanced anti-shake performance in the α350 and α300 with improved control algorithms, enabling users to shoot at shutter speeds of 2.5 to 3.5 steps slower. This prevents blurring caused by camera shake and enables handheld shooting of scenes that usually require a tripod or flash.

Similar to previous α series models, the α350 and α300 have a special anti-static coating on their low-pass filters to prevent dust build-up. In addition, the Super SteadyShot anti-vibration mechanism activates to dislodge dust each time the camera is turned off. Combined, both methods minimize dust formation in the camera body, therefore reducing the need to manually clean the camera or edit spots on images.

Sony and the Environment

Sony is consistently engaged in a review of our manufacturing operations and business practices to ensure products are developed in an environmentally responsible manner. The

body caps of the α350 and α300 use renewable polyamide 11, a vegetable-based plastic derived from castor oil. Increased use of vegetable-based plastics can lead to a reduction in greenhouse gas emissions and saving of crude oil resources.

The α350 and α300 D-SLR cameras are available in New Zealand from April 2008 respectively.

Other Features

1）Long battery life up to approximately 730 shots on a single full charge using the optical viewfinder with the high density InfoLITHIUM™ battery pack NP-FM500H. Remaining battery power is indicated in 1% accuracy with 5-level icon display, enabling precise power management.

2）Built-in auto pop-up flash fires automatically when needed (in Auto or Scene selection modes).

3）Continuous shooting up to 2.5 fps (α350) and 3 fps (α300) in optical viewfinder mode; 2 fps in live view mode (both models).

4）Scene Selection modes offers the best shooting set-up for specific types of scenes with one-touch ease.

5）Creative Style settings enable easy adjustment of image parameters to suit user's preference and creativity.

6）Camera Function Display with frequently used menu list can be called up with a press of the Function button.

7）Ergonomic grip design for enhanced shooting stability.

8）Optional Vertical Grip VG-B30AM for easy and comfortable capture of vertically-orientated photos.

9）Quality picture viewing on a full high definition TV when used with compatible peripherals.

10） Easy-to-use software include :

- Image Data Converter SR Ver. 2
- Image Data Lightbox SR
- Picture Motion Browser

Specifications for α350 and α300

Model Name	α350
System	

Camera type	Digital SLR camera with built-in flash and interchangeable lens
Lens compatibility	Sony α lenses, Minolta and Konica Minolta AF lenses
Image Sensor	
Sensor type	APS-C type (23.5 x 15.7 mm), with RGB primary colour filters
No. of pixels	Approx. 14.2 (effective) / 14.9 (total) megapixels
Anti-Dust system	Charge protection coating on low pass filter and image-sensor shift mechanism
ISO sensitivity range	AUTO, 100 to 3200 (in 1-stop increments, Recommended Exposure Index)
Recording	
Recording format	JPEG (DCF2.0, Exit 2.21), RAW (Sony ARW 2.0 format), RAW + JPEG
Image quality modes	RAW, RAW + JPEG, Fine, Standard
Media	CompactFlash (Type I, Type II), Microdrive * Separately sold “Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1” is necessary to use Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO-HG Duo.
Noise reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1 sec. High ISO NR: On/Off selectable, available at ISO 1600 or higher
Colour space	sRGB, Adobe RGB
Other features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)
White Balance	
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash Colour Temperature / Colour filter, Custom
Bracketing	3 exposures, H/L level selectable
Focus Control	
Type	TTL phase detection system
No. of focus point	9 points
Modes	AF/MF selectable, AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus area	Wide, Spot, Local (9 local areas selectable)
Other features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: Approx. 1-5m)
Exposure Control	
Metering	Type: TTL metering Sensor: 40-segment honeycomb-pattern SPC Sensitivity range: EV 2 – 20 (EV 4 – 20 in spot metering mode), (at ISO 100 with F1.4 lens) Modes: Multi segment, Center-weighted, Spot
Exposure	Modes: Program AE (AUTO, AUTO – Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait / Night view) Exposure compensation: +/-2 EV (in 1/3 stop increments) Bracketing: 3 continuous or single exposures selectable, in 0.3 or 0.7-stop increments
Viewfinder	
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74 x (with 50mm lens at infinity, $-1m^{-1}$)
LCD Monitor	
Type	2.7-inch type, variable angle, TFT
Total number of dots	230,400 dots
Live View	
Type	Pentamirror tilt system

Image sensor	Dedicated for live view
Metering	1200-zone evaluative
Sensitivity	EV 2 – 17 (at ISO 1000 with F1.4 lens)
Coverage	90%
Smart Teleconverter function	1.4x or 2x selectable
Other functions	Histogram display, real-time image-adjustment display
Shutter	
Type	Electronically-controlled, vertical-traverse, focal-plane type
Speed range	1/4000 to 30 sec., Bulb
Flash sync speed	1/160 sec.
Super SteadyShot® (Image Stabilization)	
Type	Image-sensor shift mechanism
Compensation effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)
Built-in flash	
Pop-up	Auto
Guide number	12 (in meters at ISO 100)
Flash coverage	18mm (focal length printed on the lens body)
Control	ADI, Pre-flash TTL
Drive	
Modes	Single, Continuous, Self-timer (10 sec. / 2 sec. delay selectable)
Continuous shooting speed	Max. 2.5 fps with viewfinder, max. 2 fps in live view mode
No. of frames recordable	JPEG (L size, Fine): until memory card is full, RAW: 4 frames, RAW+JPEG: 3 frames
Power	
Power source	One Rechargeable Battery Pack NP-FM500H * NP-FM55H for DSLR-A100 is not usable.
Others	
Dimension (WxHxD)	Approx. 130.8 x 98.5 x 74.7 mm (5-1/4 x 4 x 3 in.) (excl. protrusions)
Weight	Approx. 582 g (1 lb 4.5 oz) (w/o battery, memory card, accessories)

Model Name	α300
System	
Camera type	Digital SLR camera with built-in flash and interchangeable lens
Lens compatibility	Sony α lenses, Minolta and Konica Minolta AF lenses
Image Sensor	

Sensor type	APS-C type (23.6 x 15.8 mm), with RGB primary colour filters
No. of pixels	Approx. 10.2 (effective) / 10.8 (total) megapixels
Anti-Dust system	Charge protection coating on low pass filter and image-sensor shift mechanism
ISO sensitivity range	AUTO, 100 to 3200 (in 1-stop increments, Recommended Exposure Index)
Recording	
Recording format	JPEG (DCF2.0, Exit 2.21), RAW (Sony ARW 2.0 format), RAW + JPEG
Image quality modes	RAW, RAW + JPEG, Fine, Standard
Media	CompactFlash (Type I, Type II), Microdrive * Separately sold "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary to use Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO-HG Duo.
Noise reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1 sec. High ISO NR: On/Off selectable, available at ISO 1600 or higher
Colour space	sRGB, Adobe RGB
Other features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)
White Balance	
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash Colour Temperature / Colour filter, Custom
Bracketing	3 exposures, H/L level selectable
Focus Control	
Type	TTL phase detection system
No. of focus point	9 points
Modes	AF/MF selectable, AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus area	Wide, Spot, Local (9 local areas selectable)
Other features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: Approx. 1-5m)
Exposure Control	
Metering	Type: TTL metering Sensor: 40-segment honeycomb-pattern SPC Sensitivity range: EV 2 – 20 (EV 4 – 20 in spot metering mode), (at ISO 100 with F1.4 lens) Modes: Multi segment, Center-weighted, Spot
Exposure	Modes: Program AE (AUTO, AUTO – Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait / Night view) Exposure compensation: +/-2 EV (in 1/3 stop increments) Bracketing: 3 continuous or single exposures selectable, in 0.3 or 0.7-stop increments
Viewfinder	
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74 x (with 50mm lens at infinity, $-1m^{-1}$)
LCD Monitor	
Type	2.7-inch type, variable angle, TFT
Total number of dots	230,400 dots
Live View	
Type	Pentamirror tilt system
Image sensor	Dedicated for live view
Metering	1200-zone evaluative
Sensitivity	EV 2 – 17 (at ISO 1000 with F1.4 lens)

Coverage	90%
Smart Teleconverter function	1.4x or 2x selectable
Other functions	Histogram display, real-time image-adjustment display
Shutter	
Type	Electronically-controlled, vertical-traverse, focal-plane type
Speed range	1/4000 to 30 sec., Bulb
Flash sync speed	1/160 sec.
Super SteadyShot® (Image Stabilization)	
Type	Image-sensor shift mechanism
Compensation effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)
Built-in flash	
Pop-up	Auto
Guide number	12 (in meters at ISO 100)
Flash coverage	18mm (focal length printed on the lens body)
Control	ADI, Pre-flash TTL
Drive	
Modes	Single, Continuous, Self-timer (10 sec. / 2 sec. delay selectable)
Continuous shooting speed	Max. 3 fps with viewfinder, max. 2 fps in live view mode
No. of frames recordable	JPEG (L size, Fine): until memory card is full, RAW: 6 frames, RAW+JPEG: 3 frames
Power	
Power source	One Rechargeable Battery Pack NP-FM500H * NP-FM55H for DSLR-A100 is not usable.
Others	
Dimension (WxHxD)	Approx. 130.8 x 98.5 x 74.7 mm (5-1/4 x 4 x 3 in.) (excl. protrusions)
Weight	Approx. 582 g (1 lb 4.5 oz) (w/o battery, memory card, accessories)

Media Enquiries

Fleur Picot

Product Manager – Digital Imaging

Sony New Zealand Ltd

09 488 6146

Fleur.Picot@ap.sony.com

Images & Product Information

Clara Leung

Corporate and Marketing Comm.s Coordinator

Sony New Zealand Ltd.

09 488 6188 x7011

Clara.Leung@ap.sony.com

About Sony

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. Sony New Zealand Ltd, a wholly owned subsidiary

of Sony Corporation, is responsible for the company’s electronics business in New Zealand.